

Media Bio

Adam Toporek | CTS Service Solutions

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Adam is a Customer Experience Strategist and founder of CTS Service Solutions, a consultancy specializing in Hero-Class™ customer service.

He is the **author** of *Be Your Customer's Hero* (AMACOM, Spring 2015), **founder** of the popular Customers That Stick™ blog, and **co-host** of the *Crack the Customer Code* podcast. He has been recognized in both ICMI's "#CustomerService 100" and Huffington Post's "Top 100 Most Social Customer Service Pros On Twitter."

He has contributed to numerous industry-leading websites including Salesforce.com, SAP, and Business2Community.

Adam has an MBA from UNC Charlotte, has a Certificate in Customer Experience from Arizona State University, and is a Net Promoter Certified Associate.

Adam has worked deeply in the franchise and retail spaces for the past 8 years and has experience in both the wholesale and musical products environments.

Customer Experience Strategist

As a 3rd-generation entrepreneur, business is in Adam's blood. He understands what it means to be face-to-face with customers and the crucial role customer experience plays in making organizations profitable and sustainable.

Adam's philosophy of customer experience improvement can be best summed up by one of his favorite sayings:

"Stories are for inspiration; systems are for execution."

Distinguishing between touch points and pressure points, Adam believes that reducing customer effort and delivering consistent experiences are the foundations of creating a customer experience that results in increased loyalty and bottom-line results.

Quick Takes

- MBA | University of North Carolina at Charlotte
- Certificate in Customer Experience | ASU's W.P. Carey School of Business
- BBA | University of Georgia
- Net Promoter® Certified Associate
- Member, CXPA
- Extensive work in wholesale and retail environments
- Deep knowledge of franchising and franchise systems
- Thorough expertise in small and medium-sized business environments